



IBM

00M-663

IBM Digital Marketing Optimization Sales Mastery v1

Explanation:

<http://www-03.ibm.com/software/products/us/en/social-media-digital-analytics/>

QUESTION: 37

Which products are part of the CSO Suite?

- A. cxReveal and cxView
- B. cxResults and cxView
- C. cxReveal and cxVerify
- D. cxImpact and cxResults

Answer: A

QUESTION: 38

Which marketing channel does IBM Impression Attribution primarily influence?

- A. Email marketing
- B. Display advertising
- C. Social media
- D. Mobile channels

Answer: B

Explanation:

<http://www-03.ibm.com/software/products/us/en/impression-attribution/>

QUESTION: 39

Name the 3 factors that determine the price of Tealeaf software:

- A. Page count, #Tealeaf Users, and Products
- B. Products, #Tealeaf Users, and #Units
- C. #Units, Page Count and #Tealeaf Users
- D. Products, Page Count and #Units

Answer: B

QUESTION: 40

The most persuading method to sell Tealeaf to prospects is:

- A. Differentiate Tealeaf from competitors
- B. Tell Tealeaf customer stories
- C. Tell prospects about the benefits of Tealeaf
- D. Sell products at a discounted price

Answer: B

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